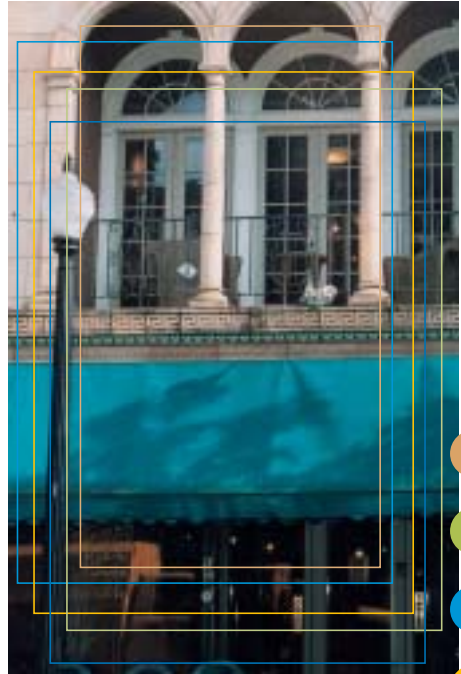
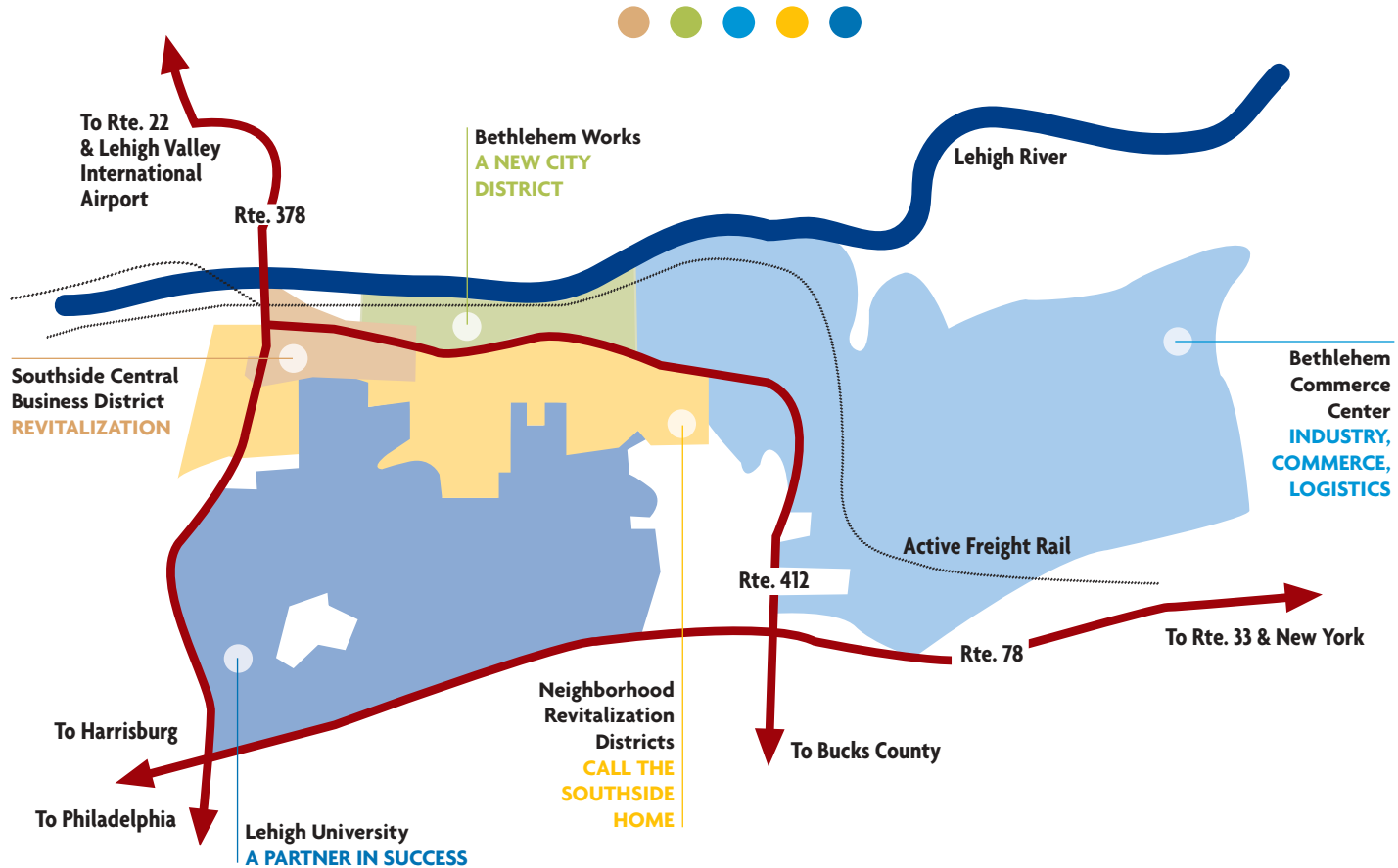


BETHLEHEM'S  
SOUTHSIDE

MAKE IT HAPPEN!



# SOUTHSIDE BETHLEHEM PENNSYLVANIA



“TODAY, IT SEEMS, LEADING CREATIVE CENTERS  
provide a solid mix of high-tech industry, plentiful outdoor amenities,  
and an older urban center whose rebirth has been fueled in part by a combination  
of creativity and innovative technology, as well as lifestyle amenities.”

Richard Florida, from the award winning, national bestseller  
“The Rise of the Creative Class”, Basic Books 2002

The background of the slide features a blurred image of several interlocking gears of different sizes, with a modern building visible in the far background. Overlaid on this image are several concentric, semi-transparent rectangular frames in blue, orange, and green, which serve as a design element for the text.

## A POWERHOUSE LOCATION in the Mid-Atlantic Region

Lehigh Valley's Bethlehem, Pennsylvania,  
is in the middle of an emerging creative center.  
Evolving from manufacturing to a diversified  
technology-based economy, Southside Bethlehem  
is what you are looking for.

Over the past five years, the community and  
its partners have taken stock in its assets...  
developed a vision...and invested in formulating  
plans...with the professional assistance of  
Sasaki Associates and Enterprise Development  
Corporation. The following pages illustrate  
how these plans are becoming reality. We invite  
you to learn more about your opportunities and

get in on the ground floor.



## REVITALIZATION

Join the entrepreneurs and merchants who have started a renaissance. Art, science, music, culture and education energize the 30-block Central Business District of South Bethlehem, inspiring creative opportunities for all.

Our approach to revitalization blends historic and contemporary architecture through the adaptive reuse of existing buildings and infill development. The energy is contagious as this district gains momentum in destination shopping and dining.



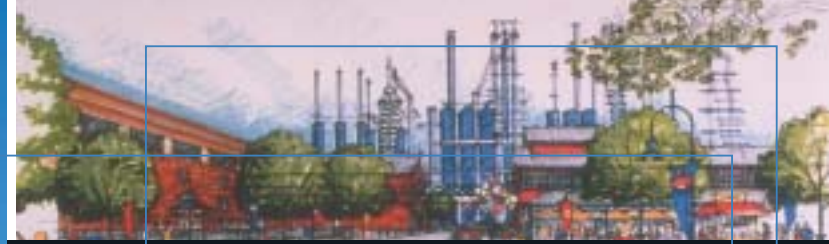
Our merchants search the globe for intriguing merchandise and designers create distinctive wares making the Southside a unique shopping experience.



My sister, Inger and I are business partners, and when we scouted for a location we were inspired by the urban industrial architecture of Southside. The building where we've opened Comfort & Joy, with its classic details, was a natural for our home décor and gift shop. Most of all, the merchant community is a good fit for us – we're unified and supportive. We work together to develop promotions and go for it. This makes owning a business fun, and the shoppers love it!

Randi Pavlick, Proprietor, Comfort & Joy

The Southside Downtown Business Association is a grassroots effort. Its success energizes entrepreneurs.



Rendering of development possibilities at Bethlehem Works.

## A NEW CITY DISTRICT

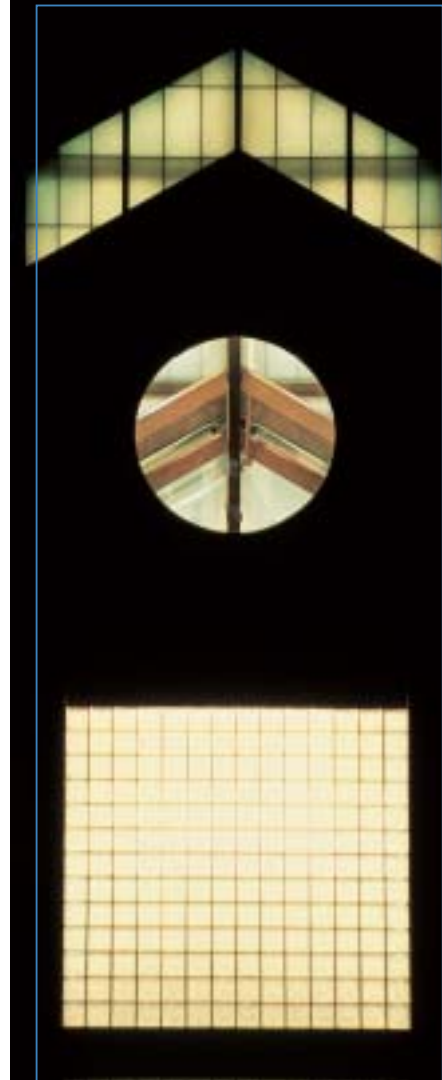
Bethlehem Works is a unique opportunity to integrate 160 acres of the former Bethlehem Steel plant with the Southside Central Business District. Development opportunities exist for offices, retail, restaurants, entertainment, museums and recreation – all the components of a vibrant city district.

Newly installed streets enter the site by continuing the city grid. Utilities support high-speed technology connections. Industrial-style streetlamps, artifacts and landscaping are a statement to our former steel-industry might. The presence of two business incubators, and Orasure Technologies – a biotech manufacturer – and a Philadelphia Flyers Skate Zone Ice Arena demonstrate that investment here is well underway.

When I moved here 16 years ago, I came primarily because of some terrific economic development programs. They served as an early catalyst to help us rapidly start and grow our business here in the Lehigh Valley. We've gone from three guys and a dog with an idea...to a public bio-tech company with 180 employees and \$40 million in projected 2003 sales, located in south Bethlehem on an abandoned steel property.

We decided to call Bethlehem home for the company and our families for a number of reasons – the quality of the people...the ease and access to airports to go anywhere in the world for our business...access to the major metropolitan areas of New York and Philadelphia...and, the amenities that my family and I enjoy. Last but not least, I really want to be part of the reinventing of Bethlehem – post steel era.

Mike Gausling, President & CEO, OraSure Technologies



OraSure Technology's headquarters building blends with the character of the industrial landscape.

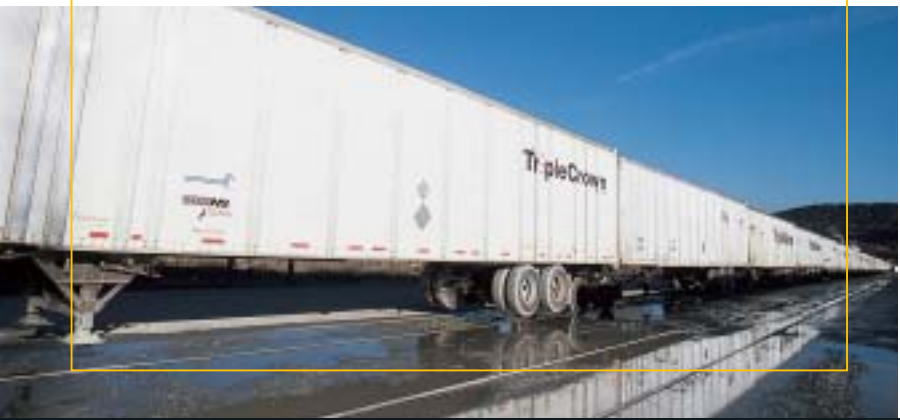
# INDUSTRY, COMMERCE, LOGISTICS

Bethlehem Commerce Center offers prime industrial property in the region's largest rail-served industrial park. Located minutes away from the interstate highway system, Bethlehem Commerce Center is the Mid-Atlantic opportunity for industry and commerce.

BethIntermodal, a transfer facility for railway to highway freight movement, is at the hub of Bethlehem Commerce Center. BethIntermodal interchanges with two Class I railroads, Norfolk Southern Railway and Canadian Pacific Railway. With container service and storage available, and the capacity to handle up to 10,000

lifts per year, this facility is a magnet for transportation and logistics in the Northeast. Realizing the value of this great location, Conectiv Energy made an early investment by building an 1,100 megawatt power plant to serve the region's needs for years to come.

BethIntermodal Terminal, hub for freight logistics of Bethlehem Commerce Center.



Conectiv Energy's new efficient, environmentally friendly power plant is ready to energize the power grid on demand.

## Bethlehem's Southside



has what the new urbanists are buzzing about –

pedestrian-friendly streetscapes and

an eclectic mix of arts, entertainment,

dining, business and education.

A town with authentic history and

colorful culture, Southside Bethlehem

invites you to come and experience

the renaissance.

Grow with us!

# CALL THE SOUTHSIDE HOME

Eight neighborhoods that flank Bethlehem's Southside Central Business District offer the ideal opportunity to balance living and working. Quality-built, affordable homes and creative talent are located in dynamic neighborhoods rich with history. Beyond the bricks and mortar, the Southside is a kaleidoscope of culture.



South Bethlehem was home to Bethlehem Steel Corporation, one of the nation's largest steel producers, and the landmark blast furnaces stand in testimony of its might. Developed during the late 1800s, Southside's neighborhoods near "the Steel" reflect the prominent architectural styles of the era and the prosperity of the late nineteenth and early twentieth century industrialists. The cultural diversity of the community reflects the immigrant populations that settled in South Bethlehem over the past 150 years. A "City of Steeples," the skyline of South Bethlehem is defined by the faith that each of these communities brought as they found opportunity.



Shops, entertainment and services are within steps of your door – this is the convenient lifestyle Southside offers.

SOUTHSIDE BETHLEHEM • WHERE YOU CAN LIVE, WORK AND PLAY

## When my wife and I purchased our building

in the mid-1990s we knew we had found a great location and had a good idea for a business. Since then I've developed a tremendous appreciation for our neighborhood. I've often said that the Southside has four essential components – Lehigh University, the City of Bethlehem, the merchant community and the local residents. Each of these four is essential to the continued development of the Southside. We are proud to say that we are members of two of these communities – we live and work at the corner of 4th and Vine.



Jeff Vaclavik, Owner, Deja Brew Cafe



Architectural design students of Northampton Community College, honing their craft, were inspired by their Southside urban surrounding.



SOUTHSIDE BETHLEHEM • RESOURCES TO ENHANCE YOUR IDEAS

## A PARTNER IN SUCCESS – LEHIGH UNIVERSITY

With four colleges, 38 research centers, 400 world-class faculty members and nationally recognized academic programs in business, engineering, the sciences, technology, education, the arts and human services, Lehigh University is actively addressing the dynamic needs of the Southside community – and the world!

Lehigh University is at the leading edge of advancing the knowledge-based economy, that drives business development. The University offers access to state-of-the-art technology and pre-eminent researchers and scientists who partner with business and industry to pioneer solutions to marketplace challenges.

The Ben Franklin Technology Partners at Lehigh University links the research assets of the University with technology entrepreneurs and incubates their theories into profitable ventures. And the Small Business Development Center matches entrepreneurs with staff experts to realize their dreams of business ownership.

Lehigh values its role in the Southside community, and the University's capital investments in new facilities demonstrate this understanding. Rauch Business Center, Zoellner Arts Center (the region's premier performing arts venue) and Campus Square (a \$25 million investment in student housing, restaurants, and retail space centered on a public plaza) integrate the campus with the community.



Each year Lehigh's 7,000 students and 1,400 employees who live and work in the community spend more than \$70 million directly in the Lehigh Valley.

*Photos by Theo Anderson, courtesy of Lehigh University*



## South Bethlehem's arts and

cultural scene is alive and vibrant, showcasing a myriad of art galleries, theatres and music venues. The Banana Factory is a beacon in the mix. This former produce warehouse now houses artist studio space and galleries, and presents a rich diversity of educational programs year-round, adding to the colorful tapestry and unique opportunities that South Bethlehem has to offer.

Jeff Parks, President, ArtsQuest



# LIVE THE GOOD LIFE

Southside is the perfect destination if you're searching for the creative and diverse! Unique shops and restaurants of international fare have redefined our traditional downtown.

## ART

Eclectic galleries and studios are building a foundation of entrepreneurial creativity throughout the Southside, and the Banana Factory Community Arts Center is the cornerstone.

## THEATER

Zoellner Arts Center at Lehigh University offers a vibrant array of world-class performers from opera to musicals and everything in between. Touchstone Theatre, a resident ensemble, has been bringing original actor-created productions to the stage for more than 20 years in their Southside home. The Pennsylvania Youth

Theatre and Pennsylvania Youth Ballet, pre-professional companies that train and perform in the Southside, delight audiences of all ages.

## MUSIC

Acclaimed singer/songwriters take the stage at Southside's intimate Godfrey Daniels, one of only five coffeehouse listening clubs in the US. Alternatively, the internationally distinguished Bach Choir of Bethlehem and Bach Festival Orchestra perform its annual spring festival in Southside.

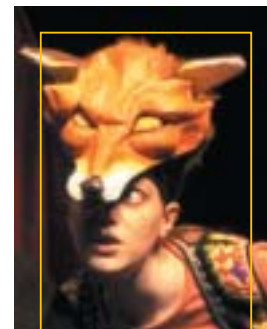
## FESTIVALS

Celebrations have put Bethlehem on the map. In April, Southside is hopping during the "Spring on Fourth, What's on Third" chili cook-off. June's Puerto Rican Cultural Festival captures the spirit of Lehigh Valley's diverse community. In August, over one million people enjoy Musikfest, which ignites

our city with 10 days of hot music and festivities. September's Celtic Classic stages the best of Emerald Isle against a backdrop of autumn foliage. Yuletide sparkles in Christmas City, USA, where historic shopping districts and Christkindlmarkt, a holiday marketplace, host celebrations that make Bethlehem a special place to enjoy the season.

## CULTURAL HERITAGE

A 1742 Moravian colonial settlement, Bethlehem's history is intriguing. Museums, collections and historical sites tell the story, and exploring them is easy. A hike along Monocacy Way and the Lehigh Canal Towpath transports you to another time. A stroll through South Bethlehem reveals an American tale, where here generations of immigrants found opportunity and today the community celebrates their influences.



*Photos courtesy of  
Touchstone Theatre & the  
Pennsylvania Youth Ballet  
(Hub Willson);  
Godfrey Daniels (Don Fisher)*

# YOU NEED IT...WE'VE GOT IT

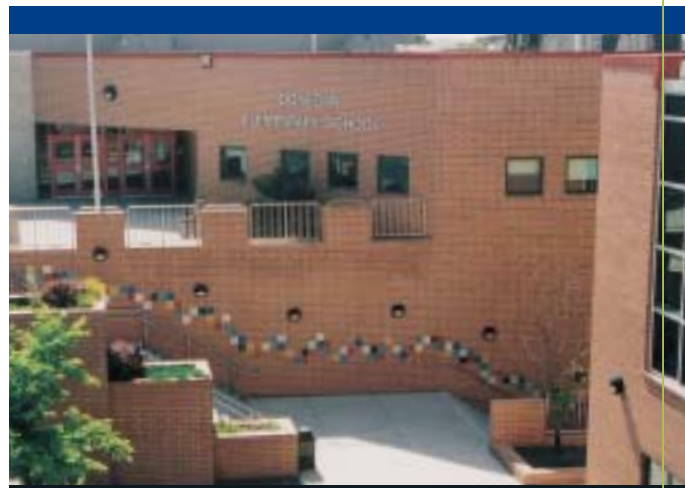
## RECREATION

Each season you can get out and play. From frisbee courses to the *Golf Digest* 4-Star rated Bethlehem Golf Club, Bethlehem has premier athletic facilities the entire family can enjoy. Winter brings snowfall for skiing and sledding, and the perfect conditions for ice-skating. Family fun continues with canoeing and flyfishing, trail and mountain biking, hiking and bird watching – all activities you can do right in town.



## QUALITY EDUCATION

Traditional private and progressive public schools are preparing young people to meet the challenges of our technology-driven economy. Bethlehem Area School District is nationally recognized for achievement in standards-based education. Moravian College, Northampton Community College, Lehigh University and Bethlehem Area Vocational Technical School surround the city with first-class workforce development facilities.



The building blocks of successful education in Southside begin at Donegan Elementary School.

## STATE-OF-THE-ART HEALTHCARE

Two of the region's nationally recognized hospitals are located within minutes of Southside Bethlehem. Located in Southside, St. Luke's Union Station offers outpatient care for children and adults in the areas of internal medicine, surgery, rehabilitation and wound care. A partnership between Lehigh Valley Hospital Muhlenburg

(LVHNN) and The Children's Hospital of Philadelphia provides state-of-the-art pediatric intensive care and adolescent services and testing unique to the area. The region also enjoys innovative health-care services, alternative healthcare providers and a wide selection of health and fitness facilities.



## GET OUTSIDE!

You can canoe, fish, hike  
and mountain bike  
without leaving town!

*Photo by TL Gettings,  
courtesy of Wildlands Conservancy*



# RESOURCES

So many organizations that breathe life into the Lehigh Valley call Bethlehem their home. Southside has it all and the opportunities are endless. For more information on living and working in Southside Bethlehem take a glimpse at the sites below, then come visit. Once you've spent time exploring the breadth of activities and opportunities available to you in our community, we're sure you'll agree that Southside Bethlehem is where you will want to be.

## ATTRACTIONS & EVENTS

ArtsQuest

[www.artsquest.org](http://www.artsquest.org)

Banana Factory

[www.bananafactory.org](http://www.bananafactory.org)

Bethlehem Area Public Library

[www.bapl.org](http://www.bapl.org)

Bethlehem Fine Arts Commission

[www.bfac-lv.org](http://www.bfac-lv.org)

Bethlehem Information

[www.bethlehem.info](http://www.bethlehem.info)

Celtic Classic

[www.celticfest.org](http://www.celticfest.org)

Christkindlemarkt

[www.christkindlemarkt.org](http://www.christkindlemarkt.org)

Delaware & Lehigh National Heritage Corridor

[www.cr.nps.gov/nr/travel/delaware/](http://www.cr.nps.gov/nr/travel/delaware/)

Godfrey Daniels Coffeehouse

[www.godfreydaniels.org](http://www.godfreydaniels.org)

Historic Bethlehem Partnership

[www.historicbethlehem.org](http://www.historicbethlehem.org)

Lehigh Valley Arts Council

[www.lvartspage.org](http://www.lvartspage.org)

Lehigh Valley Convention and Visitors Bureau

[www.lehighvalleyva.org](http://www.lehighvalleyva.org)

Mock Turtle Marionette Theater

[www.mockturtle.org](http://www.mockturtle.org)

Moravian College

[www.moravian.edu/events](http://www.moravian.edu/events)

Musikfest

[www.musikfest.org](http://www.musikfest.org)

Pennsylvania Playhouse

[www.paplayhouse.org](http://www.paplayhouse.org)

Pennsylvania Youth Ballet, Ballet Guild of the Lehigh Valley: [www.bglv.org](http://www.bglv.org)

Pennsylvania Youth Theater

[www.l23pyt.org](http://www.l23pyt.org)

The Bach Choir of Bethlehem

[www.bach.org](http://www.bach.org)

Touchstone Theater

[www.touchstone.org](http://www.touchstone.org)

WDIY National Public Radio affiliate

[www.wdiy.org](http://www.wdiy.org)

WLVT – Lehigh Valley PBS

[www.wlvt.org](http://www.wlvt.org)

Zoellner Arts Center

[www.lehigh.edu/zoellner](http://www.lehigh.edu/zoellner)

## COMMUNITY/ BUSINESS DEVELOPMENT

Ben Franklin Technology Partners

[www.bfp.org](http://www.bfp.org)

City of Bethlehem

Office of Economic Development

[www.bethlehem-pa.gov](http://www.bethlehem-pa.gov)

Community Action Development

Corporation – Bethlehem: [www.caclv.org](http://www.caclv.org)

Greater Lehigh Valley Chamber of Commerce

[www.lehighvalleychamber.org](http://www.lehighvalleychamber.org)

Lehigh Valley Economic Development Corporation

[www.lehighvalley.org](http://www.lehighvalley.org)

Network of Young Professionals

[www.netyp.org](http://www.netyp.org)

Small Business Development Center

[www.lehigh.edu/sbdc](http://www.lehigh.edu/sbdc)

## EDUCATION

Bethlehem Area School District

[www.beth.k12.pa.us](http://www.beth.k12.pa.us)

Bethlehem Area Vocational Technical School

[www.bavts.org](http://www.bavts.org)

Diocese of Allentown

[www.allentowndiocese.org/learn.html](http://www.allentowndiocese.org/learn.html)

Lehigh University

[www.lehigh.edu](http://www.lehigh.edu)

Lehigh Valley Charter High School

for the Performing Arts

[www.lvpa.org](http://www.lvpa.org)

Moravian Academy

[www.moravian.k12.pa.us](http://www.moravian.k12.pa.us)

Moravian College

[www.moravian.edu](http://www.moravian.edu)

Northampton Community College

[www.northampton.edu](http://www.northampton.edu)

## STATE-OF-THE-ART HEALTHCARE

Coordinated Health Systems

[www.chs4health.com](http://www.chs4health.com)

Good Shepherd

[www.goodshepherdrehab.org](http://www.goodshepherdrehab.org)

Lehigh Valley Hospital and Health Network

[www.lvhhn.org](http://www.lvhhn.org)

St. Luke's Hospital and Health Network

[www.slhn-lehighvalley.org](http://www.slhn-lehighvalley.org)

## TRANSPORTATION

BethIntermodal

[www.bethintermodal.com](http://www.bethintermodal.com)

Bieber Bus Lines

[www.biebertours.com](http://www.biebertours.com)

Lehigh Valley International Airport

[www.lvia.org](http://www.lvia.org)

Lehigh and Northampton Transit Authority

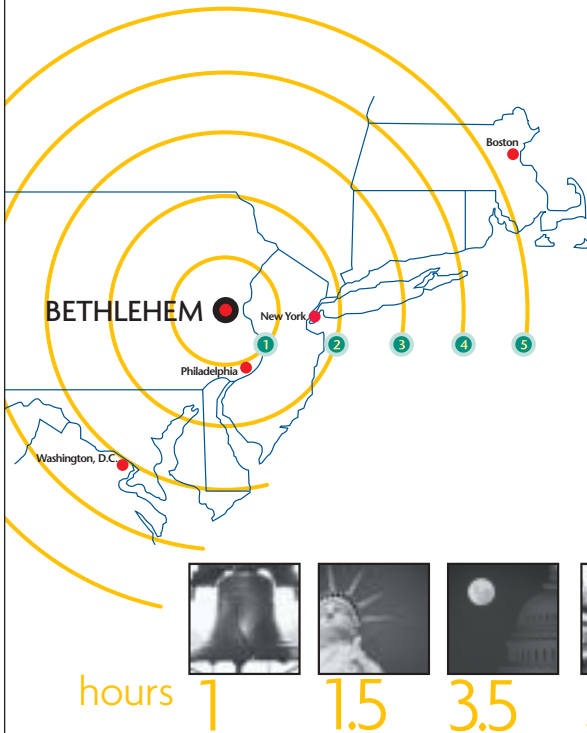
[www.lantabus.com](http://www.lantabus.com)

Trans-Bridge Bus Lines

[www.transbridgebus.com](http://www.transbridgebus.com)

## ACCESSIBLE FROM ANYWHERE

Located near the border of Pennsylvania and New Jersey, Southside Bethlehem is situated within a day's drive of one-third of the nation's population. The Southside is your crossroad to state and interstate highway systems, and it's a ten-minute drive to the Lehigh Valley International Airport.



DISCOVER YOUR OPPORTUNITY

TRANSFORMATION IS HAPPENING

THE MID-ATLANTIC OPPORTUNITY

LIVE, WORK AND PLAY

RESOURCES TO ENHANCE YOUR IDEAS

CREATIVITY LIVES

WHERE YOU BELONG

## SOUTHSIDE BETHLEHEM



Come and experience Southside Bethlehem's vibrant culture,  
delicious dining, spectacular scenery and thriving business environment. Above all, we encourage you  
to contact us regarding your opportunity to grow with us and get in on the ground floor of an exciting,  
progressive community.

**We'll put you in touch**

**with INCENTIVES**

**including job training,**

**tax credits, loan pools**

**and more that will make**

**your dreams come alive.**

**FOR INFORMATION ON  
LIVING, WORKING & DOING BUSINESS**

**in Southside Bethlehem,**  
**contact:** City of Bethlehem  
Office of Economic Development  
[www.bethlehem-pa.gov](http://www.bethlehem-pa.gov), 610-865-7056

**in the Lehigh Valley,**  
**contact:** Lehigh Valley Economic  
Development Corporation  
[www.lehighvalley.org](http://www.lehighvalley.org), 1-800-LV1-SITE

**in the State of Pennsylvania,**  
**contact:** Pennsylvania Department of  
Community and Economic Development  
[www.inventpa.com](http://www.inventpa.com).



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